

1993 - 94 AMERICAN VOLUME

(0 days)	AMERICAN 1993						AMERICAN 1994					
	W/E	4 Week	13 Week	%Chg		W/E	4 Week	13 Week	%Chg		Cume	Cume
	1993	Weekly	Mov.	Mov.	Cume	Cume	1994	Weekly	Mov.	Mov.	Cume	Cume
01/01	0	0	0	0	-100.0		01/07	543	629	633	543	22.6
01/08	443	507	657	443	-37.7		01/14	576	597	632	1,119	23.8
01/15	461	336	645	904	-22.5		01/21	683	611	638	1,802	44.1
01/22	347	313	620	1,250	-22.2		01/28	552	588	635	2,354	45.1
01/29	372	406	598	1,622	-25.0		02/04	692	626	637	3,046	47.9
02/05	437	404	573	2,059	-22.5		02/11	653	645	619	3,699	44.8
02/12	495	413	543	2,554	-20.3		02/18	691	647	623	4,390	41.2
02/19	554	464	522	3,108	-16.4		02/25	620	664	631	5,010	34.7
02/26	612	524	527	3,720	-13.5		03/04	667	658	638	5,678	33.6
03/05	529	547	487	4,249	-14.8							
03/12	548	561	491	4,797	-15.6							
03/19	849	634	468	5,645	-10.7							
03/26	678	651	486	6,323	-15.0							
04/02	1,402	869	594	7,725	-7.8							
04/09	363	823	588	8,088	-9.6							
04/16	369	703	581	8,457	-10.9							
04/23	404	635	585	8,861	-12.8							
04/30	474	403	593	9,335	-11.2							
05/07	516	441	599	9,851	-9.8							
05/14	629	506	610	10,480	-8.0							
05/21	682	575	619	11,161	-7.0							
05/28	678	626	625	11,839	-5.5							
06/04	578	642	628	12,417	-5.4							
06/11	609	637	633	13,027	-5.8							
06/18	619	621	615	13,645	-6.7							
06/25	743	637	620	14,388	-6.9							
07/02	1,107	770	598	15,495	-5.3							
07/09	364	708	598	15,859	-5.9							
07/16	496	677	608	16,355	-5.8							
07/23	535	625	618	16,889	-6.1							
07/30	499	473	619	17,388	-7.4							
08/06	348	469	607	17,736	-8.4							
08/13	565	487	602	18,301	-7.9							
08/20	715	532	604	19,016	-7.5							
08/27	643	568	602	19,659	-6.9							
09/03	684	652	610	20,343	-6.5							
09/10	547	647	605	20,890	-6.1							
09/17	637	628	606	21,527	-6.0							
09/24	612	620	596	22,139	-7.0							
10/01	705	625	565	22,844	-7.2							
10/08	591	636	583	23,435	-7.1							
10/15	592	625	590	24,027	-7.0							
10/22	605	623	596	24,632	-7.1							
10/29	589	594	603	25,221	-7.2							
11/05	661	612	627	25,882	-7.3							
11/12	887	685	651	26,769	-7.1							
11/19	638	694	645	27,407	-7.5							
11/26	525	678	636	27,932	-7.5							
12/03	577	657	628	28,509	-8.7							
12/10	637	594	635	29,146	-8.6							
12/17	703	611	640	29,849	-9.7							
12/24	627	636	641	30,476	-9.0							
(5 days) 12/31	643	653	637	31,109	-9.2							

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1993 - 94 AMERICAN MARKET SHARE

(0 days)	AMERICAN 1993						AMERICAN 1994					
	W/E	4 Week	13 Week	Shr Diff		W/E	4 Week	13 Week	Shr Diff			
	1993	Weekly	Mov.	Mov.	Cume	Cume	1994	Weekly	Mov.	Mov.	Cume	Cume
01/01	0.00	0.00	0.00	0.00	0.00	0.00	01/07	7.21	6.64	6.92	7.21	0.57
01/08	6.64	4.93	6.38	6.64	-1.42		01/14	7.24	6.71	6.87	7.23	-0.24
01/15	8.49	3.72	6.40	7.47	-0.87		01/21	8.58	7.36	6.95	7.69	0.84
01/22	5.62	4.32	6.27	6.84	-1.36		01/28	6.10	7.25	6.92	7.24	0.52
01/29	6.32	6.72	6.19	6.72	-1.61		02/04	6.16	6.92	6.88	6.96	0.14
02/05	7.20	6.86	6.09	6.82	-1.17		02/11	6.86	6.83	6.74	6.94	0.09
02/12	7.01	6.55	5.93	6.86	-0.91		02/18	7.21	6.57	6.76	6.99	0.00
02/19	7.65	7.08	5.90	6.98	-0.68		02/25	6.93	6.76	6.81	6.98	-0.12
02/26	7.70	7.41	6.23	7.10	-0.51		03/04	7.22	7.06	6.86	7.01	0.00
03/05	6.43	7.18	5.77	7.00	-0.58							
03/12	6.61	7.07	6.17	6.96	-0.58							
03/19	5.86	6.51	5.66	6.77	-0.35							
03/26	6.12	6.19	6.01	6.69	-0.73							
04/02	9.81	7.22	7.10	7.10	-0.38							
04/09	6.85	7.29	7.11	7.09	-0.35							
04/16	5.98	7.63	6.98	7.03	-0.44							
04/23	6.48	7.93	7.03	7.00	-0.56							
04/30	6.89	6.55	7.06	7.00	-0.42							
05/07	6.92	6.59	7.04	6.99	-0.28							
05/14	6.59	6.72	7.00	6.97	-0.20							
05/21	5.94	6.51	6.86	6.90	-0.16							
05/28	5.52	6.14	6.67	6.80	-0.21							
06/04	6.49	6.08	6.67	6.79	-0.12							
06/11	6.39	6.03	6.66	6.77	0.14							
06/18	7.11	6.30	6.79	6.78	0.10							
06/25	7.83	6.96	6.94	6.83	0.21							
07/02	8.24	7.48	6.73	6.91	0.29							
07/09	5.69	7.45	6.67	6.88	0.25							
07/16	5.43	7.05	6.61	6.82	0.19							
07/23	6.14	6.64	6.58	6.80	0.13							
07/30	6.32	5.89	6.55	6.79	0.06							
08/06	5.47	5.85	6.47	6.75	-0.01							
08/13	6.17	6.06	6.44	6.73	-0.02							
08/20	7.84	6.54	6.59	6.77	-0.04							
08/27	6.67	6.63	6.71	6.77	-0.04							
09/03	6.22	6.70	6.68	6.75	-0.05							
09/10	6.65	6.82	6.71	6.74	-0.04							
09/17	6.69	6.54	6.67	6.74	0.05							
09/24	6.71	6.55	6.58	6.74	0.02							
10/01	4.87	6.05	6.19	6.66	0.04							
10/08	8.38	6.34	6.35	6.70	0.06							
10/15	8.09	6.59	6.52	6.73	0.07							
10/22	7.37	6.73	6.61	6.74	0.06							
10/29	6.50	7.51	6.62	6.73	0.04							
11/05	6.60	7.07	6.68	6.73	0.00							
11/12	8.37	7.24	6.86	6.77	0.00							
11/19	6.95	7.14	6.80	6.78	-0.01							
11/26	6.29	7.11	6.77	6.77	0.05							
12/03	6.51	7.10	6.80	6.76	-0.06							
12/10	6.78	6.64	6.81	6.76	0.04							
12/17	6.88	6.63	6.83	6.77	-0.03							
12/24	6.07	6.55	6.77	6.75	0.03							
(5 days)	12/31	6.57	6.57	6.99	6.74	-0.02						

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